

Auburn Endurance Capital Committee Meeting Minutes 5/14/2013

Date/Time: May 14, 2013, 10:00 a.m.

Location: Auburn City Hall, Room 10

Present: Cynci Calvin, Lisa Kodl, Robert A. Miller, Colleen Conley, Bob Snyder

Guests: Sheryl Petersen (Auburn Recreational District), Jim Northey (Event Biorhythms), John Mackey (webaster)

Quorum: Present

Public Comment

- Cynci reported that the Gold Rush 100K was not allowed to use the Auburn-Style postcards due to a let change in the packet pick up location to the Folsom Tourism Bureau. She now has a box of 200+ packages of 6 each of the postcards ready for another event.
- Bob Snyder invited our group to join an “Adventure Destination Group” carpool day trip to check out the Moaning Caves outside of Murphys, CA on June 5. If interested, contact Bob at bobsnyder@aol.com. The purpose is to see how this is set up, since the Quarry Rd. Caves will be part of the Sept. 7 Adventure Auburn Day.

April 23, 2013 Minutes: Unanimously approved.

Lisa Kodl’s Report on City Council Meeting & 2013-2014 Endurance Capital Committee Work Plan/Budget

- Work plan/budget passed, although City Council recommended we needed to increase the funds for logo-branded product.
- Council Member Kevin Hanley suggested we award shirts to successful Endurance Challenge participants.

ARD/Endurance Challenge partnership with Sheryl Petersen

- Twelve ARD activity instructors are willing to sign off 100 hours per participant for “100-Hour Award”
 - i.e zumba, swimming, strength
 - Sign off system for participants: paper form better than online.
 - Consider posting a STRAVA app.
- Could be multiples of 100 hours for same or different activities
 - Start on January 1, 2014
 - Will be previewed in September, 2013 Guide
 - Will be featured in January, 2014 Guide
- Sign-up Fees
 - Free program for those who are participating in ARD programs.
 - ARD to allow independent participants (runners, hikers, walkers, swimmers, horseback riders, cyclists) to sign up at ARD for \$5. These would log their own hours and submit to ARD when done.
 - Should consider getting businesses and organizations to be sponsors and offer matching funds to help pay for the program expenses.
- Timeline
 - Sheryl needs verbiage and logo for September ARD preview by early June
 - Updated verbiage Oct. 31 for January Guide
 - Information to be posted online as well
 - Sheryl will prepare a spreadsheet of timeline.
 - May 2014 for AECW 100 Challenge Party
- Awards
 - Consider them for different levels: 100, 200, 300 hours/miles
 - Ideas: pins, mugs, hats, visors, medals
 - Medals popular – Cynci to check on pricing.

- Another popular idea: pins with place for bars to add for additional 100-hour/mile achievements.
- Bob Snyder suggested not offering awards for free.
 - If someone wants one they can pay for it - accomplishment is its own reward.
 - Ensuing discussion: should give awards for free (need the incentive; this is not like an athletic competition).

Event Updates

- Bob Snyder reported that Keith Nesbitt had suggested a “Crazy Man Day” as an annual Auburn event to continue the Sept. 7, 2013 Auburn Adventure Day.
- Auburn Century Bike Ride and Gold Rush 100K Run were held in Coloma, on May 11.

AECW Website Renovation – John Mackey

- John MacKey has his insurance set up but is still waiting for confirmation and final contract from City of Auburn.

Visitors’ Center Updates: Jan Decker was unable to attend.

Meeting adjourned at 11:30 a.m.

Next meeting TBA

Tentative Agenda

- Establish a quorum
- Public Comment
- Approve the May 14, 2013 meeting minutes
- Update on ARD/Endurance Challenge partnership
- Website updates
- Event updates
- Placer Visitor's Center updates